



## UTEP Student Survey — Spring 2007

The City of El Paso's Economic Development Department wanted to know what it would take to keep El Paso's best and brightest in the Borderplex.

To get some answers, we turned to the UTEP student body for some insight on what they think about their city right now, what they want to see in the future and what it would take to keep them here.



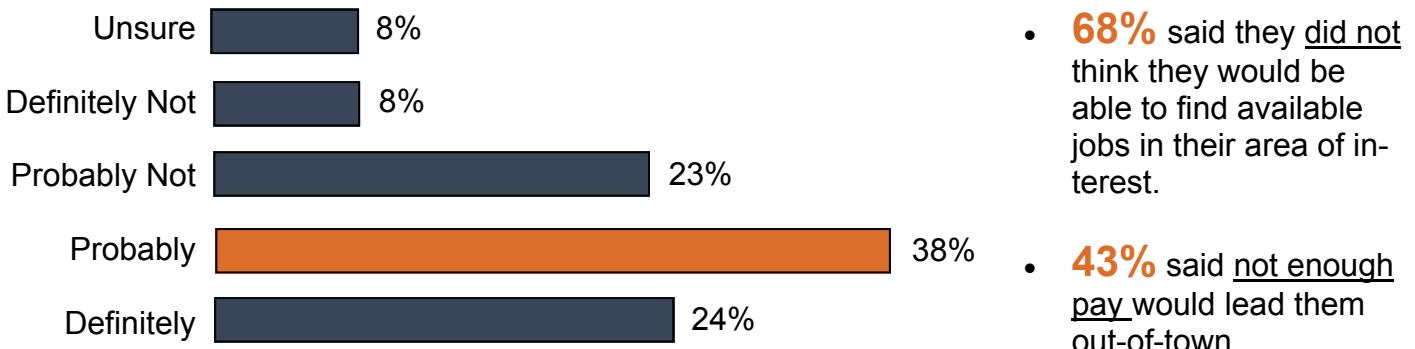
economic  
development



Throughout May and June 2007, UTEP's Institute for Policy and Economic Development sent emails on three separate occasions to the entire student body, asking them to take part in a 24-question online survey measuring their opinions on a variety of topics, including quality of life, desired retail and restaurant options and Downtown El Paso revitalization efforts.

## Do you see yourself living in El Paso in 10 years?

Overall, the majority of respondents said they will likely still be living in El Paso 10 years from now. However, there are some factors that could pull some of them away. The survey results show job opportunities and the lack of high-paying, quality jobs are the biggest lures for our young talent.



At least half of the respondents in all majors, except Information Technology and non-declared majors, said they would "definitely" or "probably" be living in El Paso in 10 years.

Overall, 78% of education majors and 85% of interdisciplinary studies students were most likely to see themselves living in El Paso in 10 years.

## Livability:

93% believe a car is a necessity in El Paso

67% believe its important to have retail/dining/entertainment within walking distance

## Retail, Restaurants & Recreation:

57.5% want to see more retail in the UTEP area

Retail options — featuring national chains and a variety of shopping options — are vital to the appeal of a city.

Top 5 retailers students want in El Paso:

- Nordstrom
- Outlet malls
- Nike Store
- Armani Exchange
- Urban Outfitters

Restaurants create their own important scene in a city, highlighted by well-known, quality franchises.

Top 5 restaurants students want in El Paso:

- Cheesecake Factory
- Ruby Tuesday
- In-N-Out Burger
- Joe's Crab Shack
- Dave & Buster's

Recreation and entertainment have proven to be vital parts of quality of life in any given city.

Top 5 recreation/entertainment options students want in El Paso:

- Amusement parks
- Concerts
- Parks
- Water parks
- Theatres

## Downtown Revitalization:

**More than 77% of survey respondents support Downtown revitalization.**

A sample of what they said...

"El Paso's Downtown revitalization project is a crucial phase in the future of El Paso's economic growth and development. This will help to put El Paso on the map!"

UTEP Student Respondent

"I'm so excited about the revitalization Downtown because it draws the younger crowd to a very important and historic part of our city."

UTEP Student Respondent

Downtown was ranked as the **#1 choice for future nightlife opportunities** in El Paso.

## If you could change one thing about El Paso, what would it be?



- More retail, restaurant and entertainment choices
- Better public transit system
- Better job opportunities
- More of a Downtown life (make it the attraction of the city)
- More tourist attractions
- More family-friendly places

## What is your favorite thing about El Paso?

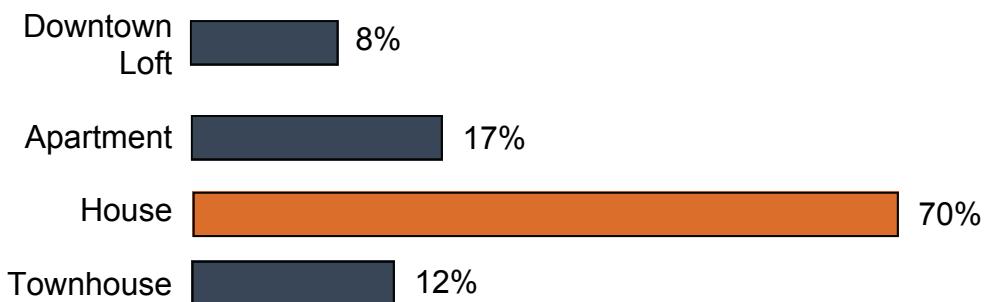
- Weather
- People
- Safety
- Mountains
- Culture
- Diversity
- Proximity to Mexico
- Food
- Beauty
- Affordability



"I would change people's view about El Paso. I would like to be able to promote El Paso as an up-and-coming city, with many opportunities to invest and grow."

UTEP Student Respondent

## What type of housing will you most likely choose when you graduate?



*The results reported here indicate great consensus among the student body as it relates to Downtown revitalization and urban design. The city does have a variety of issues which will warrant greater attention. The data reported places a set of issues in front of the elected officials and businesses of the City of El Paso. As a result, these findings also provide a set of opportunities to collectively cater to recent graduates.*

**“I love the culture here. I love how  
I can enjoy great Mexican food,  
visit Juarez, and have my family nearby.  
I like how it is expanding  
and I love the weather here.”**

**UTEP Survey Respondent**